MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BRM2834- RESEARCH METHODOLOGY

(DISTANCE EDUCATION)

8 MARCH 2019
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **FIVE (5)** pages with 2 sections (excluding this cover page).

2. Section A: **TWENTY (20)** multiple choice questions. Answer **ALL** questions. (40 marks)

3. Section B: **THREE (3)** structured questions. Answer **ALL** questions. (60 marks)

4. Answer **Section A** in the multiple-choice answer sheet provided and **Section B** in the answer booklet provided.

SECTION A: MULTIPLE CHOICE QUESTIONS (40 MARKS)

There are TWENTY (20) questions in this section. Answer ALL questions. Each question carries TWO (2) marks.

1. Which of the following is **not** a reason for having a good research problem?
   A. Research problem is the foundation of any research project
   B. A good research problem leads to substantial research grant
   C. A well formulated research problem leads to a good research effort
   D. The way a research problem is formulated determines every step that follows

2. In business research, a well-formulated problem statement includes identification of _____ gap and _____ gap.
   A. industry, problem
   B. industry, theoretical
   C. business, performance
   D. performance, theoretical

3. According to Fink (1998), literature review is a systematic method for identifying, evaluating and _____ the work produced by researchers, scholars and practitioners.
   A. interpreting
   B. comparing
   C. classifying
   D. analyzing

4. Which of the following is an example of a concept?
   A. Happiness
   B. Distance
   C. Weight
   D. Age

5. Drennan, Kennedy and Pisarski (2005) studied the factors affecting student attitudes toward flexible online learning in management education. Which of the following is the dependent variable for this study?
   A. Flexible online learning
   B. Management education
   C. Factors affecting student attitudes
   D. Student attitudes toward flexible online learning

Continued.....

6. Business research can be done in the natural environment where events proceed normally. This natural environment is also know as a(an) _____.
   A. laboratory experiment
   B. noncontrived settings
   C. contrived settings
   D. case study

7. A team of neurodevelopmental scientists would like to observe the social interaction of autistic patients starting from the age of six until they reach pubescent. What is the most suitable type of study for this research?
   A. cross-sectional study
   B. longitudinal study
   C. exploratory study
   D. case study

8. When you want to reduce the_____ in a variable, you need to_____ the concepts by looking at the behavioral dimensions, facets, or characteristics denoted by the concepts.
   A. objectivity, define
   B. subjectivity, define
   C. objectivity, operationalize
   D. subjectivity, operationalize

9. _____is the assignment of numbers or other symbols to characteristics of objects according to a pre-specified set of rules.
   A. Coding
   B. Measurement
   C. Translation
   D. Operationalization

10. Which of the following variables does not need to be operationalized?
   A. Skin color
   B. Intelligence
   C. Nationalities
   D. Emotions

11. The difference between an interval scale and a ratio scale is that a ratio scale has a(an) _____ zero point.
   A. arbitrary
   B. definite
   C. absolute
   D. unlimited

Continued.....

12. Number of complaints is _____ in nature.
    A. ratio
    B. interval
    C. ordinal
    D. nominal

13. *"Should the UK government expel all foreign workers once the Brexit is finalized?'.* This is an example of a/an_____ question.
    A. recall-dependent
    B. double-barreled
    C. ambiguous
    D. loaded

14. The principles of wording refer to which of the following factors?
    A. How questions are worded and the level of sophistication of the language used
    B. The appropriateness of the content of the questions
    C. The type and form of questions asked
    D. All of the above

15. *"Do you agree that stay-at-home mothers should be given financial allowance and a weekly rest day?* This is an example of a/an_____ question.
    A. recall-dependent
    B. double-barreled
    C. ambiguous
    D. loaded

16. Which of the following is a disadvantage of a mail questionnaire?
    A. Firms may be reluctant to give up company time for employees to collect data for the survey
    B. Respondent must have access to networked computer facility
    C. No interviewer intervention possible for clarification
    D. None of the above

17. Probability sampling designs are used when the representativeness of the sample is of importance in the interests of wider _____.
    A. objectivity
    B. testability
    C. replicability
    D. generalizability

Continued.....

18. The most important disadvantage of a convenience sample is that _____.
    A. the research results cannot be generalized to the population
    B. it takes a lot of time and effort to find respondents
    C. systematic biases are possible
    D. it is relatively expensive

19. _____ is the process of selecting a sufficient number of elements from the population, so that results from analyzing the sample are generalizable to the population.
    A. Sampling
    B. Populating
    C. Sampling frame
    D. Cluster sampling

20. _____sampling is when population is divided into groups often based on geographical regions or time periods.
    A. Stratified random
    B. Simple random
    C. Systematic
    D. Cluster

SECTION B: STRUCTURED QUESTIONS (60 Marks)

There are THREE (3) structured questions. Answer ALL questions. Each question carries 20 marks.

QUESTION ONE

Describe the hypothetico-deductive research process.

(Total = 20 marks)

QUESTION TWO

Illustrate an example of a theoretical framework. Specifically, you need to present the following:

a) Identify **three** independent variables and **one** dependent variable. Write them down in a table format. (4 marks)

Continued.....

b) Draw a conceptual model to show the relationship between these variables.
(10 marks)

c) Write **three** hypothesis statements based on the conceptual model in (b) above.
(6 marks)

(Total =20 marks)

QUESTION THREE

a) Identify the object and the attribute from each of the statements below.

i. Price consciousness of car buyers
ii. Self-esteem of dyslexic children
iii. Organizational commitment of school teachers
iv. Marketing orientation of companies
v. Product quality of tablets (e.g. Apple iPad, Samsung Galaxy Tab)

(10 marks)

b) Village Café which is located in Cyberjaya, is in the business of selling quality hot beverages; and exquisite cakes and pastries. In order to improve its services, the management intends to study their patrons' satisfaction on their existing products and services. Specifically, the company would like to get customers' feedback on the following elements:

i. Quality of the beverage products
ii. Preferences for different types of cakes and pastries
iii. Marital status
iv. Friendliness of staff
v. Frequency of dining at Village Café (in a week)

Recommend a suitable scale for the each of the five elements above.
(10 marks)

(Total =20 marks)

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